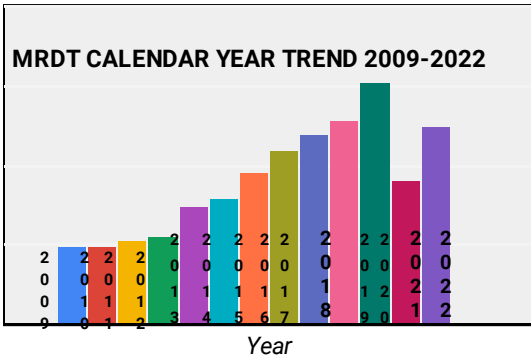


KEY PERFORMANCE INDICATORS 2022

MRDT REVENUES



Revenue 2022
1,110,272.81

YTD change %
85.72%

SOCIAL MEDIA

Instagram Followers 22,000	Facebook Fans 15,000	Twitter Followers 2,900	Video Views 365,959
Instagram Engagement 70,000	Facebook Engagement 23,000	Twitter Engagement 818	

Average Length of Stay (Nights)

Winter 2019	Summer 2019
3.5	2.5

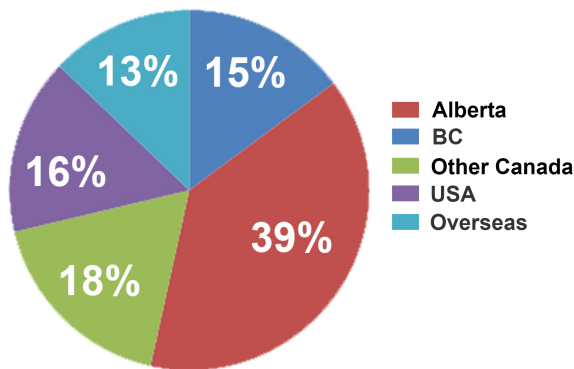
Destination Awareness

Winter 2018/19	Summer 2019
69%	40%
Overnight Visitors	
Winter 2018/19	Summer 2018
89%	84%

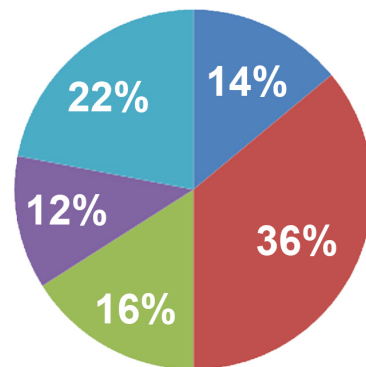
TARGET MARKET PENETRATION

Market Origin

Winter 2018/19



Summer 2019



PUBLIC & MEDIA RELATIONS

Earned Media Features 31	Stakeholder News Open % 51%	Consumer Database 8,689	Consumer News Open % 30.50%
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WEBSITE ANALYTICS

Jan 1, 2022 - Dec 31, 2022

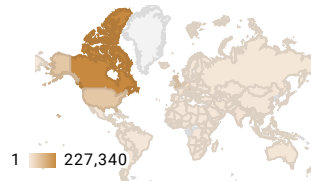


Unique Users
450,877
↑ 33.0%

Organic Searches
113,145
↓ -16.6%

Digital Campaigns
219,308
↑ 91.8%

Web Visits:
450,877
↑ 33.0%



Top 5 Country of Origin by Visit

Country	Sessions	% Δ
Canada	227,340	-12.7% ↓
United States	78,048	124.0% ↑
United Kingdom	57,594	849.8% ↑
Germany	26,586	1,102.4...
Australia	2,625	134.2% ↑

Content Drill down/Page views

Activity	Page Views	% Δ
Biking	15,260	14.8% ↑
Hiking	31,236	-47.3% ↓
Other	629,611	12.5% ↑
Parks	10,983	75.1% ↑
Rafting	9,713	-19.1% ↓

Top 5 Regions of Origin by Visit

Region	Sessions	% Δ
British Colum...	83,711	-16.8% ↓
Alberta	76,715	-22.0% ↓
England	48,434	842.8% ↑
Ontario	40,281	17.9% ↑
(not set)	25,519	120.4% ↑

All Activities Page Views
396,700
↑ 45.8%